

**What is claimed is:**

1. An information conveying system, in which  
an information provider side conveys information to a  
5 consumer side via a distribution material distributed  
by an information distributor, and a bidirectional  
information exchange between the information provider  
side and the consumer side is made, wherein:

at least one the information provider side and the  
10 information distributor side, comprising

a converting unit converting conveyance  
information conveyed from the information provider side  
to the consumer side into pattern information recording  
digital data; and

15 the consumer side, comprising

a restoring unit restoring the pattern  
information, and

a returning unit returning reply information of  
the conveyance information to at least one the  
20 information provider side and the information  
distributor side based on the conveyance information  
that said restoring unit restores from the pattern  
information.

25 2. A server in an information conveying system

conveying conveyance information to a consumer side,  
and receiving a reply to the conveyance information,  
comprising:

5           a converting unit converting the conveyance  
information to be conveyed to the consumer side into  
pattern information; and

          an accumulating unit accumulating information  
returned from the consumer side.

10           3.     A terminal used by a consumer side in an  
information conveying system making a bidirectional  
information exchange between an information provider  
side and the consumer side, comprising:

          a restoring unit restoring pattern information  
15       printed on a distribution material; and

          a returning unit returning reply information to  
the information provider side based on conveyance  
information that said restoring unit restores from the  
pattern information.

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          4.     An information conveying system, in which  
an information provider side conveys information to a  
consumer side via a distribution material distributed  
by an information distributor, and a bidirectional  
25       information exchange between the information provider

side and the consumer side is made, wherein:

at least one the information provider side and the  
information distributor side, comprising

5        converting means for converting conveyance  
information conveyed from the information provider side  
to the consumer side into pattern information recording  
digital data; and

the consumer side, comprising

10       restoring means for restoring the pattern  
information, and

15       returning means for returning reply information  
of the conveyance information to at least one the  
information provider side and the information  
distributor side based on the conveyance information  
that said restoring means restores from the pattern  
information.

20       5. A server in an information conveying system  
conveying conveyance information to a consumer side,  
and receiving a reply to the conveyance information,  
comprising:

converting means for converting the conveyance  
information to be conveyed to the consumer side into  
pattern information; and

25       accumulating means for accumulating information

returned from the consumer side.

6. A terminal used by a consumer side in an information conveying system making a bidirectional information exchange between an information provider side and the consumer side, comprising:

restoring means for restoring pattern information printed on a distribution material; and

returning means for returning reply information to the information provider side based on conveyance information that said restoring means restores from the pattern information.

7. An information conveying method with which an information provider side conveys information to a consumer side via a distribution material distributed by an information distributor side, wherein:

at least one of the information provider side and the information distributor side converts conveyance information to be conveyed from the information provider side to the consumer side into pattern information recording digital data; and

the consumer side restores the pattern information printed on the distribution material, and returns reply information of the conveyance information

to at least one the information provider side and the information distributor side based on the conveyance information restored from the pattern information.

5           8.     The information conveying method according to claim 7, wherein

the conveyance information includes at least one of provision information that the information provider side provides to the consumer side, return information  
10     for returning the reply information, and a storage program determining an environment surrounding the consumer side.

15           9.     The information conveying method according to claim 8, wherein

the provision information is multimedia information including at least one of character information, still image information, moving image information, and audio information.

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10.     The information conveying method according to claim 8, wherein

the storage program returns the reply information by making a connection to a network if the consumer side  
25     can make the connection to the network, or presents

information required for returning the reply information with a method which does not make a connection to the network if the consumer side cannot make the connection to the network.

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11. The information conveying method according to claim 8, wherein

the storage program identifies a terminal of the consumer side.

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12. The information conveying method according to claim 7, wherein

the information provider side assigns a distribution material identifier for identifying a type of the distribution material to the distribution material, and converts the distribution material identifier into pattern information along with the conveyance information.

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13. The information conveying method according to claim 7, wherein

the information provider side accumulates the reply information that the consumer side returns.

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14. The information conveying method according

to claim 7, wherein

the conveyance information includes  
questionnaire information for the consumer side, and  
the return information includes a reply result of the  
questionnaire information.

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15. The information conveying method according  
to claim 14, wherein

the information provider side assigns an  
identifier to each type of the questionnaire information,  
and converts the identifier into pattern information  
along with the conveyance information.

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16. The information conveying method according  
to claim 15, wherein

the return information includes the identifier  
along with the reply result, and the information  
provider side adds up the reply result by using the  
identifier.

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17. The information conveying method according  
to claim 7, wherein

the conveyance information includes information  
for determining winning/losing of a prize, and a  
winning/losing determination program for determining

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winning/losing of a prize according to the information for determining the winning/losing of a prize, and identification information set on the consumer side.

5           18.    The information conveying method according to claim 17, wherein

              the winning/losing determination program immediately notifies the consumer side of a determination result when determining winning/losing  
10           of a prize.

              19.    The information conveying method according to claim 17, wherein

              when the identification information is not set on  
15           the consumer side, the winning/losing determination program assigns the identification information via a network if the consumer side can make a connection to the network, or presents information required for assigning the identification information with a method  
20           which does not make a connection to the network if the consumer side cannot make the connection to the network.

              20.    An information conveying method, comprising:

25           restoring pattern information recording digital



data printed on a distribution material; and

returning reply information to an information provider side based on conveyance information restored from the pattern information.

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21. A computer-readable storage medium on which is recorded a program for causing a computer to execute a process, when being used by the computer, said process comprising:

10 converting conveyance information to be conveyed to a consumer side into pattern information recording digital data; and

15 storing and accumulating a reply to the conveyance information, which is returned from the consumer side, in a memory.

22. A computer-readable storage medium on which is recorded a program for causing a computer to execute a process, when being used by the computer, said process comprising:

20 restoring pattern information which records digital data, and is printed on a distribution material; and

25 returning reply information to an information provider side based on conveyance information that is

restored from the pattern information and conveyed from the information provider side.

23. The computer-readable storage medium  
5 according to claim 21, said process further comprising  
embedding a storage program into the program, if  
the conveyance information restored from the pattern  
information includes the storage program.

10 24. A distribution material on which pattern  
information recording digital data is printed, the  
distribution material including at least one of  
provision information that an information provider side  
provides to a consumer side, return information for  
15 returning reply information of the provision  
information, and a storage program for determining an  
environment surrounding the consumer side.

25. A computer data signal embodied in a carrier  
20 wave and representing control software, said control  
software comprising the operations of:

converting conveyance information to be conveyed  
to a consumer side into pattern information recording  
digital data; and

25 storing and accumulating a reply to the conveyance

information, which is returned from the consumer side,  
in a memory.

26. A computer data signal embodied in a carrier  
5 wave and representing control software, said control  
software comprising the operations of:

restoring pattern information that is printed on  
a distribution material, and records digital data; and

10 returning reply information to an information  
provider side based on conveyance information that is  
restored from the pattern information and conveyed from  
the information provider side.